CLAIMS:

1. A liquid electrographic toner composition comprising:

a) a liquid carrier having a Kauri-Butanol number less than about 30 mL; and

b) a plurality of toner particles dispersed in the liquid carrier, wherein the toner particles comprise

i) a polymeric binder; and

ii) a pigment comprising a first ionic dye component ionically complexed with a second ionic dye component in a predetermined ratio to form an ionically complexed colorant compound exhibiting a predetermined color, the colorant compound having a molecular weight of less than about 5000 Daltons and being substantially free of metals that are not covalently bonded to the colorant compound.

2. The toner composition of claim 1, wherein the colorant compound has a molecular weight of less than about 3000 Daltons.

3. The toner composition of claim 1, wherein the colorant compound has a molecular weight of less than about 2000 Daltons.

4. The toner composition of claim 1, wherein the first ionic dye component and the second ionic dye component have different charges.

5. The toner composition of claim 1, wherein the first ionic dye component and the second ionic dye component have the same charge, and the first ionic dye component and the second ionic dye component are ionically complexed with a colorless counterion.

6. The toner composition of claim 1, wherein the first ionic dye component and the second ionic dye component exhibit a color difference of at least about 10 ΔE^* units.

7. The toner composition of claim 1, wherein the first ionic dye component and the second ionic dye component exhibit a color difference of at least 20 ΔE* units.

8. The toner composition of claim 1, wherein at least one of the dye components comprises a plurality of ionic functionalities.

9. The toner composition of claim 1, wherein the colorant compound comprises at least one colorless counterion.

10. The toner composition of claim 1, wherein all dye components in the colorant compound exhibit a color difference of less than about 10 ΔE* units from each other.

11. The toner composition of claim 1, wherein the colorant compound further comprises a third ionic dye component.

12. A liquid electrographic toner composition comprising:

a) a liquid carrier having a Kauri-Butanol number less than about 30 mL; and

b) a plurality of toner particles dispersed in the liquid carrier, wherein the toner particles comprise

i) a polymeric binder; and

ii) an organic pigment comprising a ionic dye component and a second ionic dye component complexed to form ionically complexed compounds that together in a colorant composition exhibit a predetermined color, the ionically complexed compounds each having a molecular weight of less than about 5000 Daltons and being substantially free of metals that are not covalently bonded to the ionically complexed compounds.

13. The toner composition of claim 12, wherein the first and second counterion dye components exhibit a color difference of at least about 10 ΔE* units.

14. The toner composition of claim 12, wherein the pigment further comprises a third ionic dye component.

15. A method of preparing a toner comprising:

a) preparing a pigment of a predetermined color, comprising

i) identifying a first ionic dye component having an apparent color characteristic;

ii) identifying a second ionic dye component having a known color characteristic;

iii) determining the ratio of the first ionic dye component and the second ionic dye component required to obtain the predetermined color desired for the pigment; and

iv) complexing the first ionic dye component and the second ionic dye component to form an ionically complexed colorant compound exhibiting the predetermined color, the colorant compound having a molecular weight of less than about 5000 Daltons and being substantially free of metals that are not covalently bonded to the colorant compound;

b) providing a binder;

c) providing a carrier liquid; and

d) combining the binder, pigment and carrier liquid in a manner to form a liquid toner composition.

16. A method of preparing a toner comprising:

a) preparing a pigment of a predetermined color, comprising

i) identifying a first ionic dye component having an apparent color characteristic;

ii) identifying a second ionic dye component having a known color characteristic;

iii) determining the ratio of the first ionic dye component and the second ionic dye component required to obtain the predetermined color desired for the pigment; and

iv) complexing the first ionic dye component and the second ionic dye component to form ionically complexed compounds that together in a colorant composition exhibit a predetermined color, the ionically complexed compounds each having a molecular weight of less than about 5000 Daltons and being substantially free of metals that are not covalently bonded to the colorant compound;

b) providing a binder;

c) providing a carrier liquid; and

d) combining the binder, pigment and carrier liquid in a manner to form a liquid toner composition.

17. A method of providing an image, comprising electrographically printing an image on a substrate using a toner of claim 1.

18. The method of claim 17, wherein the image is electrophotographically printed.

19. The method of claim 17, wherein the image is electrostatically printed.

20. A method of providing an image, comprising electrographically printing an image on a substrate using a toner of claim 12.